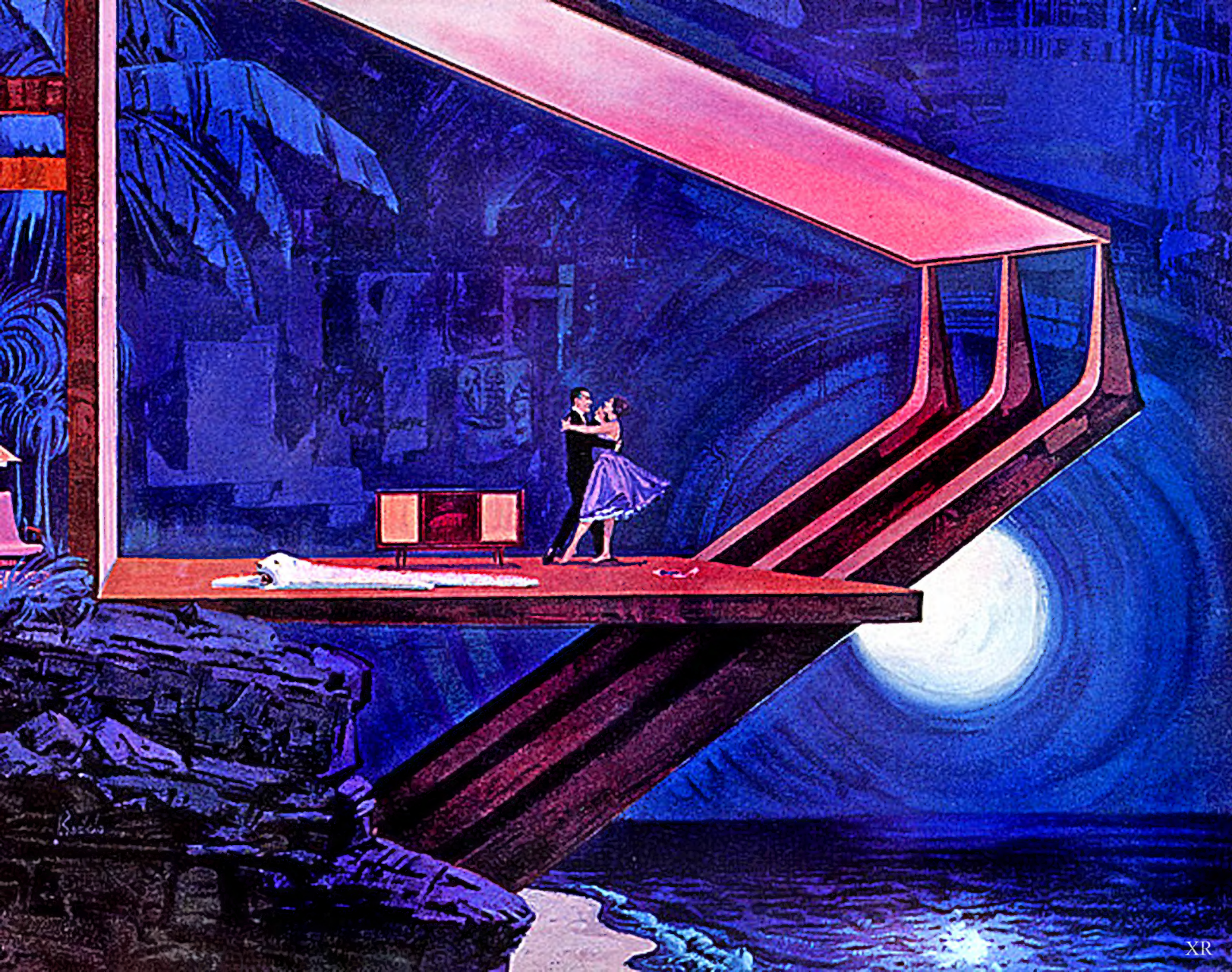


FRESH FROM MOTOROLA... *new leader in the lively art of electronics*

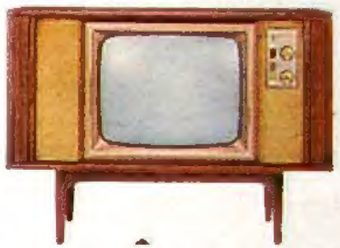
A practical guide to successful Santa Clausing

This Christmas, why not give presents that give *lasting* enjoyment? Like the handsome Motorola® TV, Stereo Hi-Fi sets and Radios you see here.

Your Motorola dealer has many others for you to choose from—you're almost sure to find just the right gift for every member of the family—and every one of them offers you the outstanding performance and reliability Motorola is famous for.

Do your Christmas shopping early this year . . . at your Motorola dealer's. (Prices shown are manufacturer's suggested list prices, optional with dealers, slightly higher in some areas.)

True stereo hi-fi in a portable. Close your eyes and you wouldn't know it was a portable. 3 channels of sound output. Model SP-29-1. $199.95*.



Declaration styling by Drexel—a Motorola exclusive. Choose the beautiful TV shown above, or the companion stereo model shown in the main illustration.

Motorola FM stereo radio plays with speakers attached or separated up to 15 feet. Model B100. $129.95*.

Ideal "second set" TV—with Motorola performance. Motorola reliability. Model 19P15 (19" over-all diag. meas.; 172 sq. in. picture viewing area). $139.88*.

Transistor clock-radio. When alarm is turned off, automatically resets itself for 24 hours later. Holiday switch allows you to skip days. Model CX28. $19.95*.

Pocket-size portable. Handsome cowhide case, popular square shape. Motorola performance and reliability. Model X37. $29.95*.

FM/AM Portable—elegant leather case, plays on batteries when you're on the go—plugs in at home. Model X42. $79.95*.

Car FM Radio—enjoy FM programing as you drive. Operates independently of AM radio. Installs easily under dash. Model FM800. $125.00*.

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*Prices and specifications subject to change without notice. Batteries and the newest pocket radio (FM antenna) extra; no TV set.

Suspended on cables, this magnificent spiral staircase gives the impression it floats in mid-air above the reflecting pool. The kids are more interested in what they've found under the tree. Naturally.

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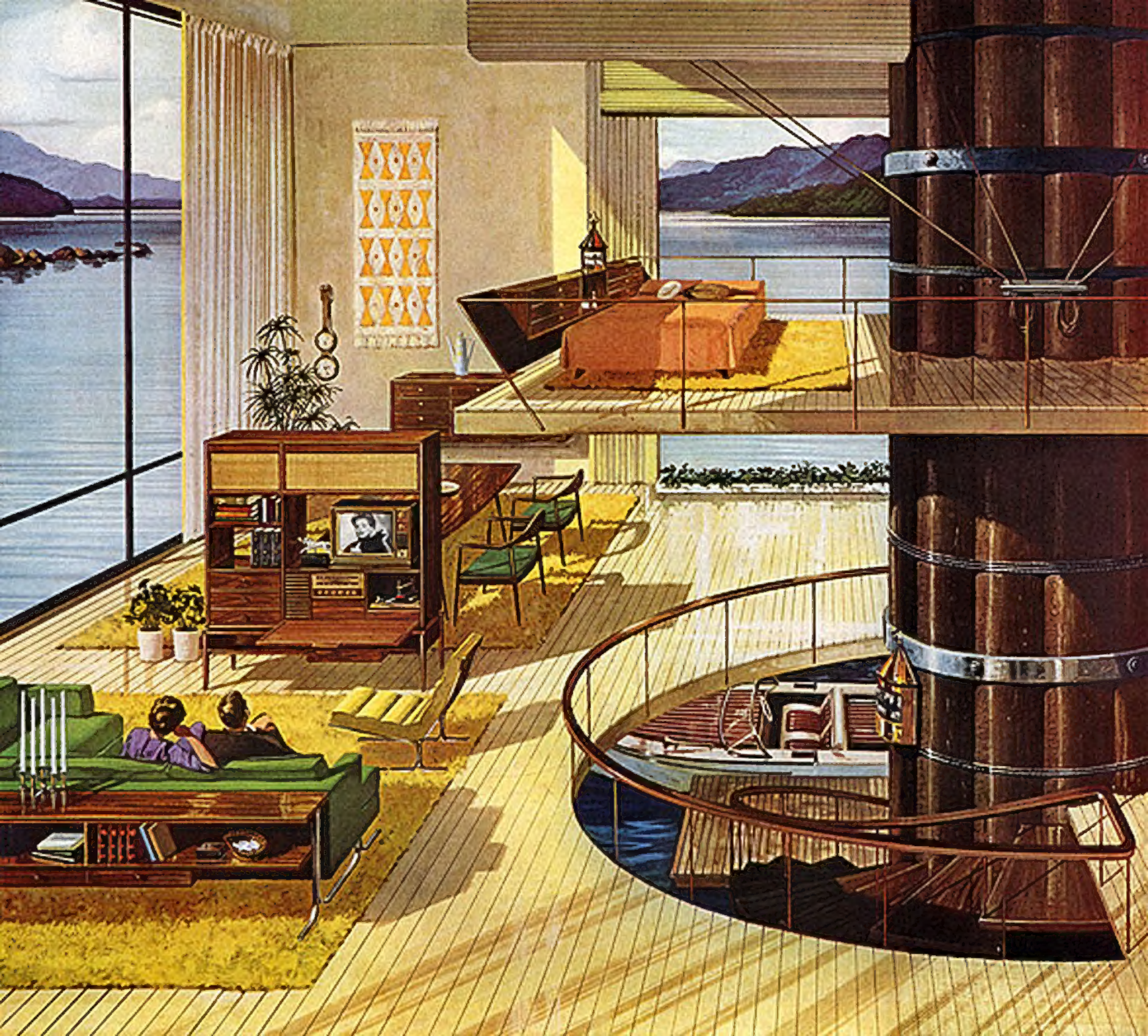
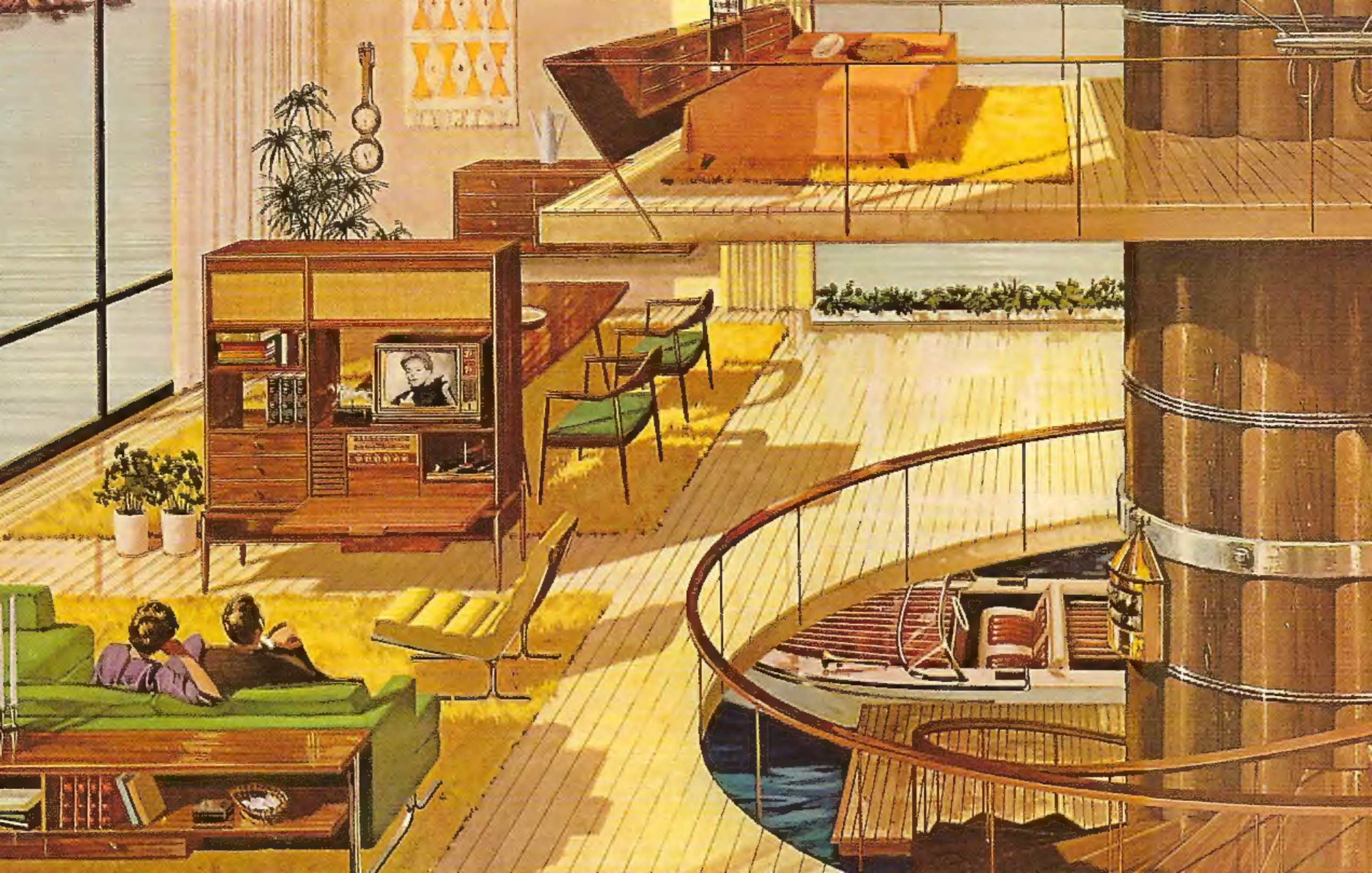
XR





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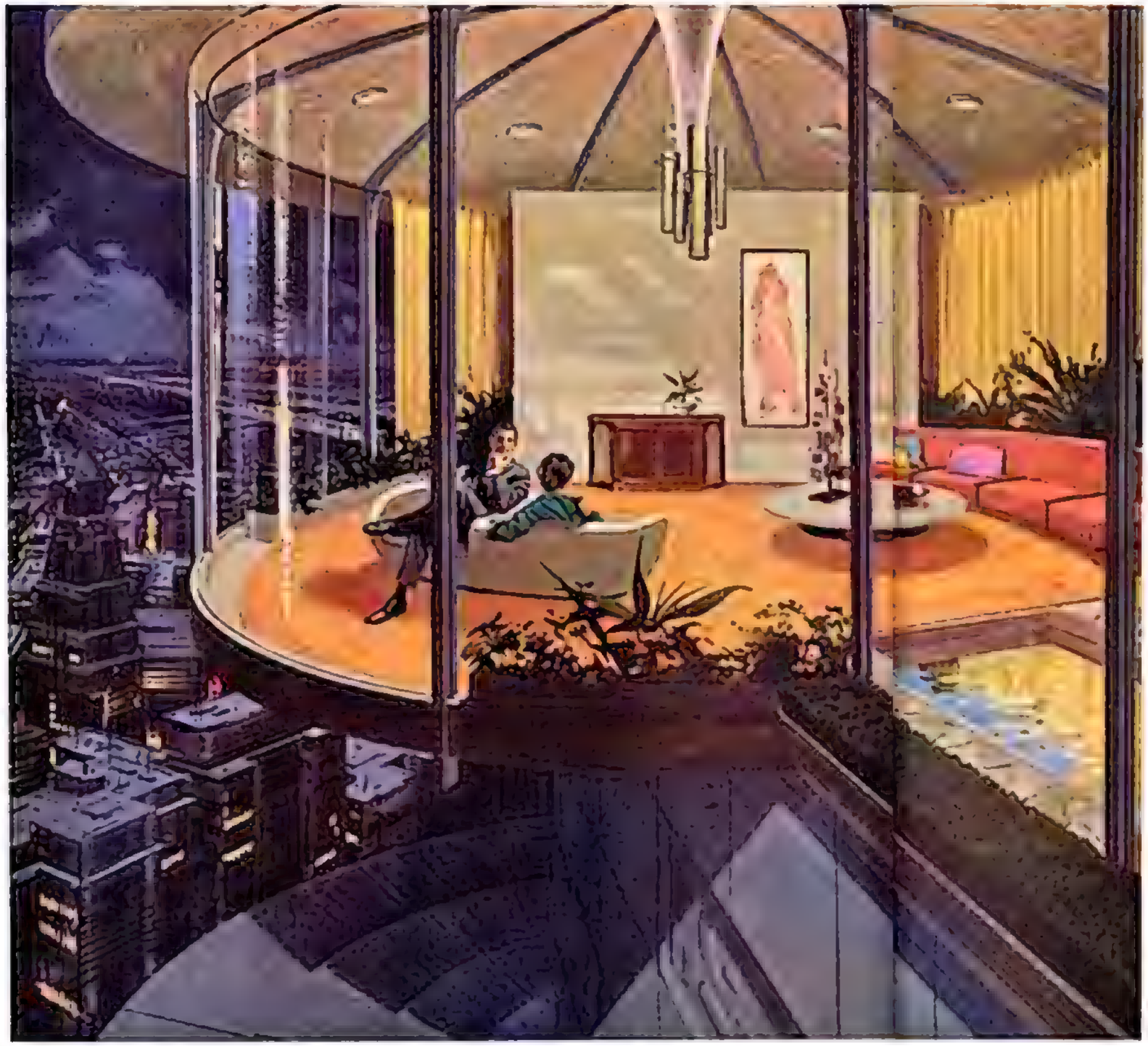


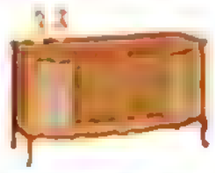
Dynamic Sound Focus—the latest refinement in Motorola Stereo Hi-Fi

Motorola's Dynamic Sound Focus brings a new and "presence" to stereo sound that should delight the ear of any audiophile.

This built-in system electronically projects every stereo sound reproduction enabling you to more readily distinguish individual instruments and voices. And because accenting of sound frequencies in Motorola's three separate amplifiers and three separate speaker systems surrounds the sound with a stunningly true, exhilarating presence almost not unlike "live" music. You must experience real sound perfection to appreciate what stereo recording can produce.

The extra hi-fi pleasure built into the other models in Motorola's exclusive Sound Range selections include Dynamic Sound Focus plus Motorola's Varamatic Sound System, the exclusive component that adds reflected sound energy to music for live, vibrant sound. These exciting models in FM/AM and FM Stereo table and Motorola famous Golden Voice™ 1000 Automatic Record Changer.

Make a sound date now to stop in your Motorola dealer and hear with your own ears the truly different Dynamic Sound Focus stereo by Motorola.



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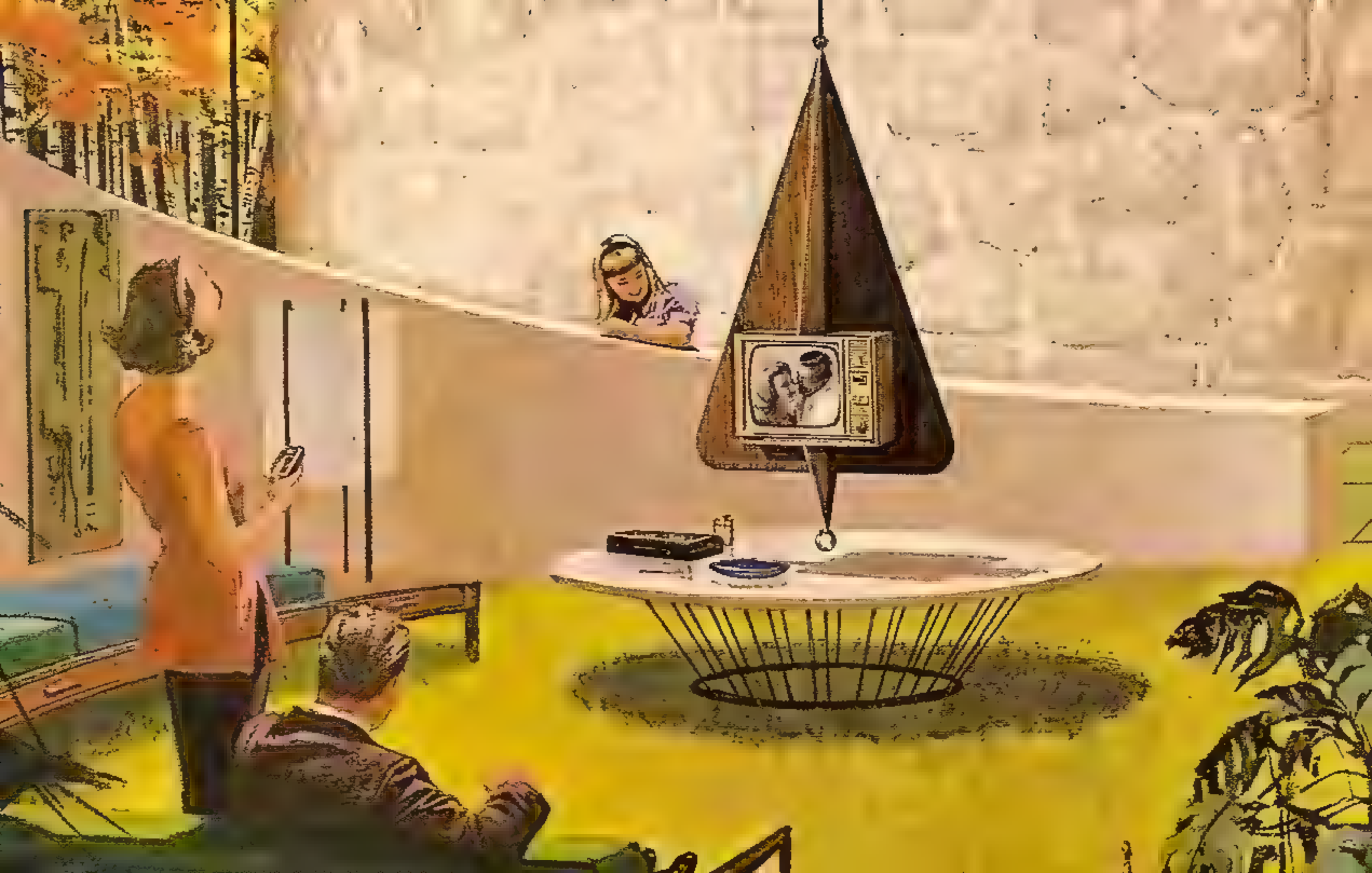

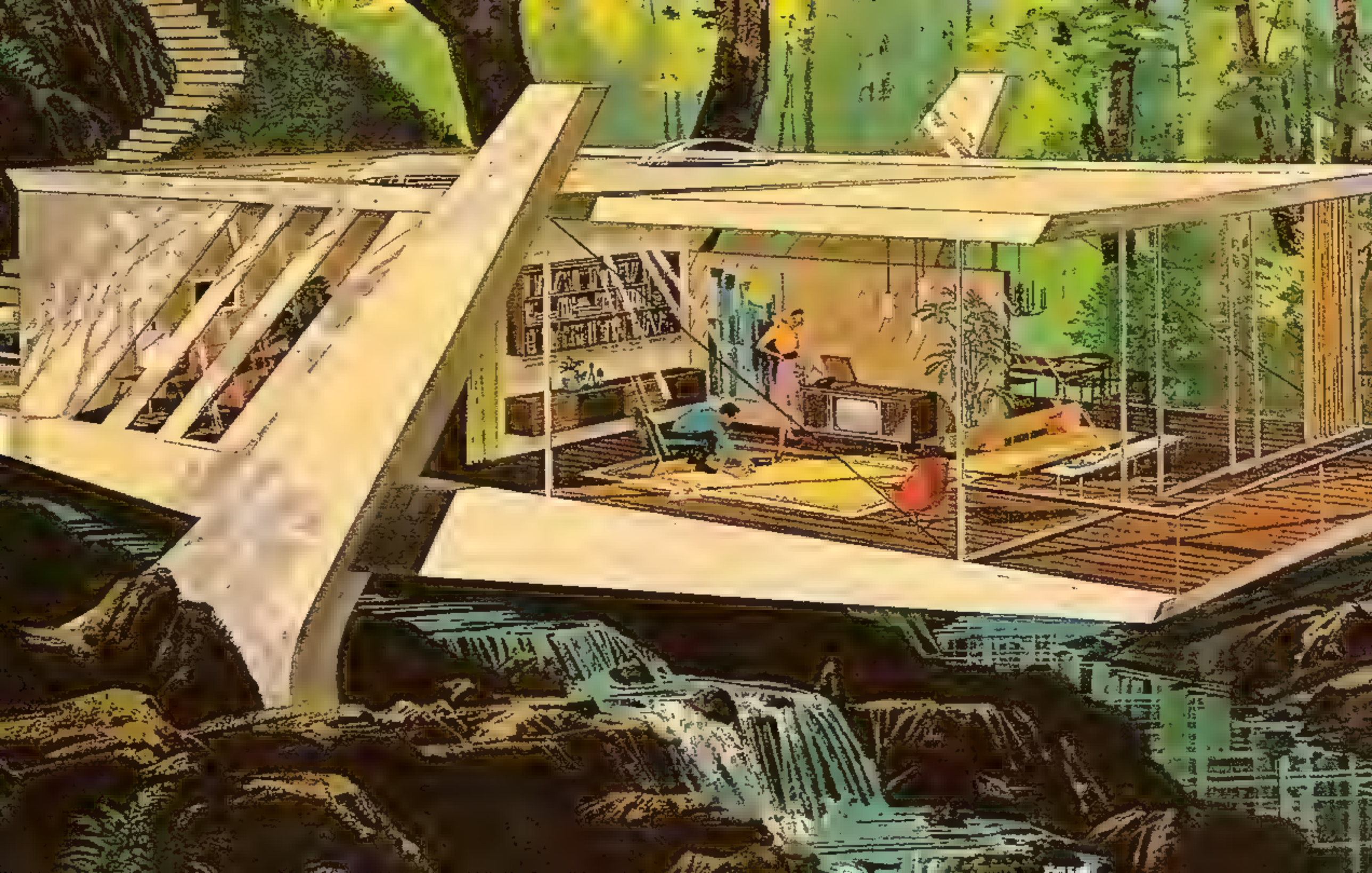

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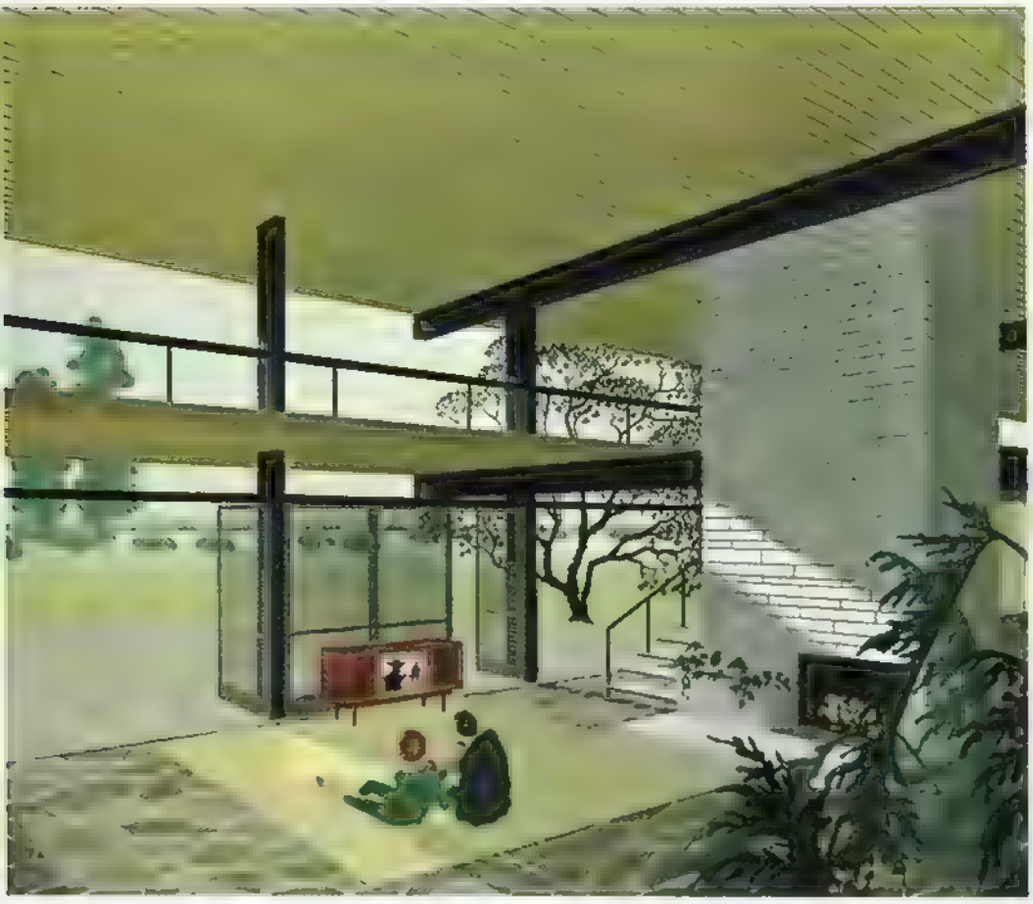

Old-fashioned reliability comes back in style in modern Motorola® TV

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Motorola, 1962

New! Stereo Hi-Fi and Stereo FM with the difference you can hear

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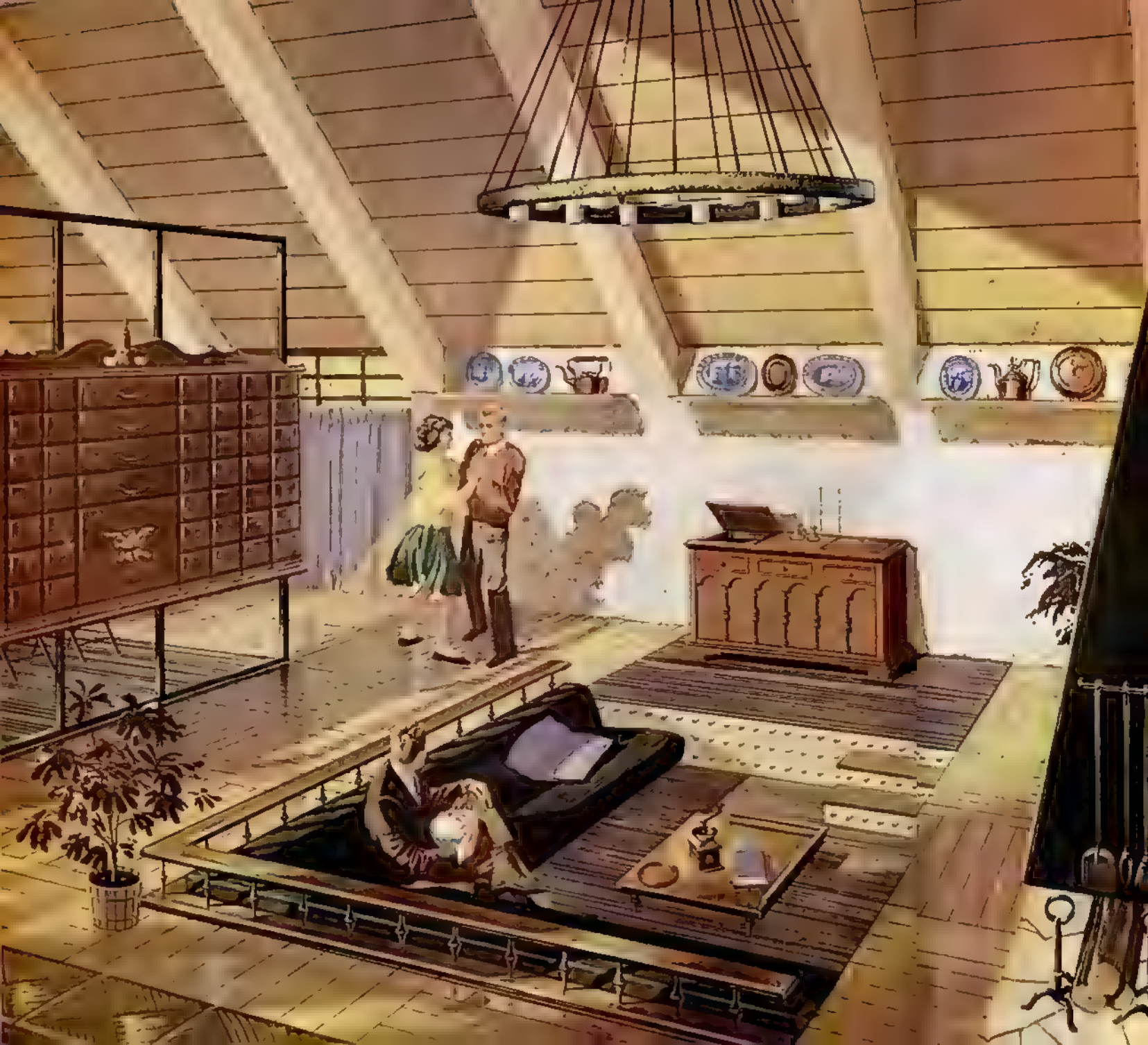
Motorola, 1963 ◀ Motorola, 1962